

2. (Amended) A laminate comprising
a substrate having at least one broad surface, and
a layer of hook-engageable material having a basis weight of about 2 ounces or less per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend; and
a graphic design or image print at least partially upon the non-woven material, the graphic image or design comprising print applied to the side of said material from which hook-engageable fibers or yarns extend.

3. (Amended) The laminate of claim 1, 2 or 87 in which the hook-engageable material includes a binder resin anchoring the hook-engageable fibers or yarns and constituting between about 20% and 40% of the weight of the material.

4. (Twice amended) The laminate of claim 2 or 87 wherein said hook-engageable material comprises a stretched material, stabilized in its stretched condition.

6. (Three times amended) The laminate of claim 1, 2 or 87 wherein the non-woven material has substantially varied areal density of fibers over its surface, the printed graphic design or image extending over areas of said substantially varied fiber density.

7. (Twice amended) The laminate of claim 6 wherein said non-woven material comprises areas with relatively high areal density of fibers interspersed with areas with relatively low areal density of fibers, the density of fibers in areas of highest areal density being greater by a factor of at least four from the density of fibers in areas of lowest areal density, the printed graphic design or image extending over areas of highest and lowest areal density of fibers.

11. (Three times amended) The laminate of claim 1, 2 or 87 wherein said graphic design or image comprises an image printed with dye on the second side of the non-woven material, from which the hook-engageable fibers or yarns extend, wherein a design or image visible from

the surface of the non-woven material is comprised of light reflected by printing on said second surface of the non-woven material and light reflected by printing on said hook-engageable fibers or yarns.

13. (Twice amended) The laminate of claim 2 or 87 wherein said graphic design or image at least partially comprises dye printing residing on said hook-engageable fibers or yarns of the non-woven material.

14. (Twice amended) The laminate of claim 2 or 87 wherein said graphic design or image at least partially comprises dye printing residing on the second surface of the web body from which the hook-engageable fibers or yarns extend.

15. (Twice amended) The laminate of claim 1 or 87 wherein said graphic design or image at least partially comprises printing residing on said first surface of the web body, the non-woven material being at least partially transparent such that the design or image can be seen through the non-woven material.

16. (Twice amended) The laminate of claim 1, 2 or 87 wherein said at least one outer broad surface of the substrate to which the non-woven material is laminated is continuous and said graphic design or image is at least partially printed on said outer broad surface of the substrate, the non-woven material being at least partially transparent so that the design or image can be seen through the non-woven material.

17. (Twice amended) The laminate of claim 1 or 2 in which said substrate comprises a smooth paper sheet.

18. (Twice amended) The laminate of claim 1 or 2 in which the substrate comprises at least a corrugated core.

19. (Twice amended) The laminate of claim 1 or 2 in which the substrate comprises a smooth paper sheet side of a corrugated paperboard.

20. (Twice amended) A laminate comprising
a substrate having at least one broad surface, and
a layer of hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend, and
a graphic design or image printed at least partially upon the non-woven material, said substrate comprising a corrugated core laminated at its spaced apart flute regions directly to said hook-engageable material.

21. (Amended) The laminate of claim 1 or 2 wherein the substrate is selected from the group consisting of paper, wood, synthetic foam, chipboard, wallboard, metal, plastic, and cork.

87. (Amended) A laminate comprising
a substrate having at least one broad surface, and
a layer of hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend, said hook-engageable material comprising stretched material, stabilized in its stretched condition, and
a graphic design or image printed at least partially upon the non-woven material, said substrate comprising smooth paper.

88. (Amended) The laminate of claim 1, 2 or 87 in which the said image is formed of dye printed on said non-woven material.

89. (Amended) The laminate of claim 1, 2 or 87 wherein the hook-engageable material comprises a non-woven material stretched substantially in two directions and stabilized in such stretched condition.

Please add claim 90.

90. The laminate of claims 1, 2 or 87 in which the graphic design or image is comprised of printing of flexo graphic printing, a sublimable dye from dye sublimation, an electrostatic print deposit or an ink-jet print deposit.